

Sozodont

A SUPERIOR DENTIFRICE



Sozodont was the dentifrice of your childhood—the favorite of your parents and grandparents. They found it a superior mouth wash and teeth cleanser. It has stood the test of constant use by cultured and intelligent people for over sixty years.

The New Sozodont

TODAY **Sozodont** is presented in three forms—paste, powder, liquid. It is put up in modern, attractive packages—separately and in a convenient little box containing all three—which makes a complete toilet combination. Its essential qualities are the same as prompted its endorsement by three generations of dentists and gained universal acceptance.

Sozodont Is Honestly Advertised

IT makes the mouth wholesome by washing away the bacteria of decomposition and decay. It hardens the gums through its mildly astringent qualities and the massaging effect of the brush. It neutralizes the acids of decomposition which start tooth decay, but it does not aim to change a harmless acid re-action due to digestive activity in the stomach; neither will it nor any other dentifrice prevent or stop pyorrhea. It does everything any dentifrice can do—prevents decay or disease from a prophylactic standpoint.

Only a Dentist Can Stop Decay—a Specialist Arrest Pyorrhea

SHOCKING advertisements and false claims attract the timid and unthinking, but medicated dentifrices are dangerous expedients. The careful and discerning still use **Sozodont**.

It Is the Dentifrice of Cultured and Discerning People

IT is purifying and delightfully refreshing as a mouth wash—gives an aromatic fragrance to the breath, cleans the teeth without scratching, and gives them that lustrous polish that betokens a gentleman of culture—a woman of refinement.

CONNECTING LINK

SOUND TEETH **SOZODONT** GOOD HEALTH

Buy the Sozodont Week-End Box Today

HALL & RUCKEL have recently designed an attractive Week-End Combination Dentifrice Box containing the famous **Sozodont** in its three forms—liquid, powder and paste. Each is complete in itself as a superior dentifrice, yet each has its particular purpose.

Sozodont Tooth Paste is the powder reduced to paste form for convenience in use and safety when traveling.

Sozodont Tooth Powder possesses the same antiseptic cleansing quality as the liquid, but stronger polishing power because of its powder ingredient.

Liquid **Sozodont** is designed as a teeth cleanser and an effective mouth wash. It is strongly antiseptic and effervescent. It permeates all the crevices between the teeth and its antiseptic properties purify all parts of the mouth and throat.

Get the three forms of **Sozodont** in the convenient Week-End Box today, at Drug and Department Stores, or it will be mailed post-paid by Hall & Ruckel, Inc., New York City, upon receipt of fifty cents. The coupon will insure prompt forwarding of your package. Use it.



HALL & RUCKEL,
Inc.,
New York City.

Gentlemen:
Kindly send me your very
desirable Week-End Sozodont
Box containing the dentifrice in
its three forms—liquid, powder,
paste. Enclosed find 50 cents.

Name.....

No. and Street.....

City and State.....